



## The Numismatic Museum partners with GMG Group to introduce Maloca to Aruba and the Caribbean

“This is a time of advancing technology and innovations,” expressed Desiree Croes, Curator of Aruba’s Numismatic Museum, “and I believe that Aruba’s foundations should advance with technology to support their work.”

Desiree has taken a bold step in providing a venue for the distribution of the Maloca, a new concept in convenience and information for island visitors. Maloca is a software innovation that is provided in an IPAQ, a handheld mini-computer from Hewlett Packard, who also announced they are very proud to be part of this project. The devices can be rented from a booth set up at the Numismatic Museum, and not only do they provide cell phone and e-mail service through SETAR, N.V., Aruba’s national telecommunications company, but informative pages about the island, restaurants, shopping and beyond.

Information can be accessed through web pages, which along with e-mail and internet browsing are free with the \$10 daily rental fee of the device. A built-in directory provides a GSM, directions and information about various Aruban attractions, and the ability to research restaurants, tours, and activities, and then subsequently make immediate reservations through the Maloca. One can even listen to traditional music; learn the local language of Papiamentu, island history, the meaning of international road signs, and other vital information.

Guardian Media Group (GMG) one of the United Kingdom’s top multimedia developers, and Ameachi R. Odiatu, their representative in Aruba, are launching the Maloca first in Aruba, and from there the world? Ameachi and Chief Technology Developer of the Maloca, Winston Evans, joined Desiree in officially opening the Maloca’s first point of sale at the museum on Wednesday, May 2. Performing the official “ribbon cutting” along with them was Stanley Dabian of the Instituto di Cultura, and Suzy Maduro attended on behalf of SETAR, N.V. She informed the gathering that the first five customers for the Maloca to come to the desk on its first day of business, Friday, May 4, would receive free international calling cards courtesy of SETAR N.V.

“I think that the Maloca is a wonderfully useful device that will see great success,” reports Desiree. “One of the obligations that Aruba’s foundations are charged with is to seek funds for their operations, aside from what is provided by the government. Unfortunately, most foundation personnel are very busy in discharging the purpose of the foundation, and fundraising is a drain on their time and energy. Forming alliances with business that will create a stream of revenue, rather than constantly staging fundraising events is an alternative that I feel foundations should investigate and pursue, particularly innovations in technology, which can only assist in the advancement of Aruban business additionally. The advantages of the breakthroughs in computer and communications technology will aid us in presenting and promoting our causes, aside from other benefits. Not only will GMG now internationally promote the Maloca, but with it the Numismatic Museum, and by providing a venue for customers to obtain the device, it will increase interest and foot traffic to the museum. I can only see this as mutually beneficial, and hope that other foundations can take an example from this partnership.”

Desiree expressed the hope that this partnership of the public and private sectors will auger an auspicious beginning for a revolution in business and fundraising for Aruba’s foundations. GMG and the administration of the Numismatic Museum along with SETAR, N.V. and Hewlett Packard are very optimistic about the success of the Maloca, and expect to see Aruba setting a trend with this revolutionary and convenient method of providing information and communication to visitors.